

**Nelson Griswold**  
Managing Director  
NextGen Benefits

A controversial industry disrupter, bestselling author, and in-demand keynote speaker, Nelson Griswold is known as the Chief Evangelist of the NextGen Benefits Revolution, the grassroots movement in employer health care plans that is improving the quality of care for employees while dramatically reducing companies' healthcare costs by changing the way employers buy and manage health care.

The author of DO OR DIE, a trade best-seller for leaders of employee benefits firms, he is lead author of two #1 bestsellers on health care reform, BREAKING THROUGH THE STATUS QUO – How Innovative Companies Are Changing the Benefits Game to Help Their Employees and Boost Their Bottom Line and NEXTGENERATION HEALTHCARE – Proven Secrets of Managing the Healthcare Value Chain to Improve Outcomes and Reduce Costs.

Nelson is Founder and Chairman of the NextGen Benefits Network, a national alliance of independent health care advisory and consulting firms. Network members are revolutionizing employee benefits and health care delivery by helping executives to make health care a controllable cost. By disintermediating the insurance company and managing the health care supply chain, NextGen Health Plans improve the quality of care and lower costs. Among the elite in the industry, Network members have received the industry's top honors and recognition; appear regularly in industry and business publications; and are invited to speak at leading benefits and health care conferences.